

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

Claims 1-15 (canceled).

Claim 16 (previously presented): A lighting device for display devices, comprising:
a light source lamp having one of a curved portion and a folded portion; and
a reflective member provided with a light reducing treatment on a side opposed to the display side of at least part of the curved portion or the folded portion of the light source lamp;
wherein

at least part of the light generated from the one of the curved portion and the folded portion of the light source lamp is reduced or shielded; and

at least part of the one of the curved portion and the folded portion of the light source lamp is covered with a lamp frame.

Claim 17 (previously presented): The lighting device for display devices according to Claim 16, wherein the folded portion has at least two bent portions and a straight portion between the bent portions.

Claim 18 (withdrawn): The lighting device for display devices according to Claim 16, further comprising an optical member provided with a light-reducing or light-shielding treatment on a display side of at least part of the curved portion or the folded portion of the light source lamp.

Claim 19 (withdrawn): The lighting device for display devices according to Claim 18, wherein the optical member includes at least one optical member selected from the group consisting of a diffusing plate, a diffusing sheet, and a lens sheet.

Claims 20-22 (canceled).

Claim 23 (previously presented): The lighting device for display devices according to Claim 16, wherein the reflective member is a reflective sheet.

Claim 24 (withdrawn): The lighting device for display devices according to Claim 18, wherein the light-reducing or light-shielding treatment includes a printed member.

Claim 25 (canceled).

Claim 26 (previously presented): The lighting device for display devices according to Claim 16, wherein the light-reducing or light-shielding treatment includes a printed member.

Claim 27 (withdrawn): The lighting device for display devices according to Claim 18, wherein the light-reducing treatment provides a gradation that varies a degree of light reduction.

Claim 28 (canceled).

Claim 29 (previously presented): The lighting device for display devices according to Claim 16, wherein the light-reducing treatment provides a gradation that varies a degree of light reduction.

Application No. 10/597,030

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Reply to the Office Action dated March 11, 2009

Page 5 of 10

Claim 30 (previously presented): A liquid crystal display device comprising the lighting device for display devices according to Claim 16.

Claim 31 (previously presented): A light source lamp used in the lighting device for display devices according to Claim 16.

Claims 32 and 33 (canceled).